- Cements the idea that he is also a capitalist and on Mr Birling's side Highlights the tensions between Eric and Mr Birling
 - [Eric in same situation] 'He could. He could have kept her on instead of throwing her out.'
 - [Birling to Gerald] 'You're just the kind of son-in-law I always wanted'
- Hyperbole used as a persuasive device clearly other options
- Declarative sentence confident in his beliefs vs Eric's anaphora/hesitated stuttering

'I insist on being one of the family now'

- 'insist' appears overly forceful feeling guilty about the summer so is making up for it by trying too hard?
- Phrased more like a command but comes across as him making an effort to be part of the family
 - Wants to make sure the marriage goes ahead genuine love for Sheila or wants the business opportunity
- Foreshadows the breakdown of the family and him ironically ending closer to the parents than Sheila and Eric at the end of the play
- 'Well you were right...We've been had.'
 - Crediting the discovery to Birling in order to flatter him trying to rebuild family relations
 - Inclusive pronoun talks about the family and himself as a unit
 - Feels like part of the family because he saved them from a scandal

AUDIENCE RESPONSE – Irritation at his insincerity

Conclusion (Purpose of Character)

- Shows that it was common for the upper class to act badly towards the lower-class
 - Makes the problem seem wide-spread and gets the audience to question their consciences
- Provides a strong contrast to Eric, highlighting tensions between Eric and Mr B
- Acts as a bridge between the two generations

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